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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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**In re application of:**

**APPLICATION NUMBER:** 10/735,346  
**FILING DATE:** December 12, 2003  
**FIRST NAMED INVENTOR:** GRAY  
**GROUP ART UNIT:** 2611  
**EXAMINER NAME:** Unknown  
**ATTORNEY DOCKET NUMBER:** BS02286

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**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

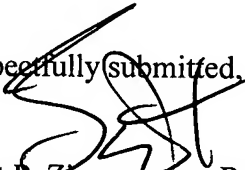
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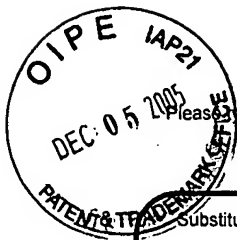
Director:

The Assignee respectfully requests entry and consideration of the references listed on the enclosed PTO 1449 Forms.

If the Office has any questions, the Office is invited to contact the undersigned at (919) 387-6907 or [scott@wzpatents.com](mailto:scott@wzpatents.com).

Respectfully submitted,

  
Scott P. Zimmerman, Reg. No. 41,390  
Attorney for Assignee



Please type a plus sign (+) inside this box →



PTO/SB/08A (08-00)

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 1

### Complete if Known

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Filing Date	December 12, 2003
First Named Inventor	Gray
Group Art Unit	2611
Examiner Name	Unknown
Attorney Docket Number	BS02286

### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
		2003/0172374		Vinson et al.	09-2003	
		5,848,397		Marsh et al.	12-1998	
		5,721,827		Logan et al.	02-1998	
		5,809,481		Baron et al.	09-1998	
		5,854,897		Radziewicz et al.	12-1998	

### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings for the International IFIP/GI Working Conference Trends in Distributed Systems for Electronic Commerce, Pages:1-10, Year of Publication: 1998).	

Examiner  
Signature

Date  
Considered

<sup>1</sup> EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>2</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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